



AMD Technical Day - Welcome

Ritche Corpus & Eric Lundgren

June 29, 2007

Table of Contents

AMD Technical Day Schedule

Corporate Overview

GPU Product Overview

AMD Developer Relations (Europe)

AMD Technical Day Schedule

09:00-09:15 Welcome, Ritchie Corpus & Eric Lundgren

09:15-10:15 AMD's DirectX 10 Hardware, Richard Huddy

10:15-11:15 Harnessing the Power of DirectX 10, Nick Thibieroz

11:45-12:15 CPU Roadmap, Justin Boggs

12:15-12:45 Handheld AMD Chips, Justin Cooney

12.45-14.00 Lunch

14:00-15:00 DirectX 10 Update, Microsoft

15:00-16:00 Multi-core coding for games, Justin Boggs

16:30-17:30 AMD's GPU Tools for games development, Holger Grün

AMD At-a-Glance

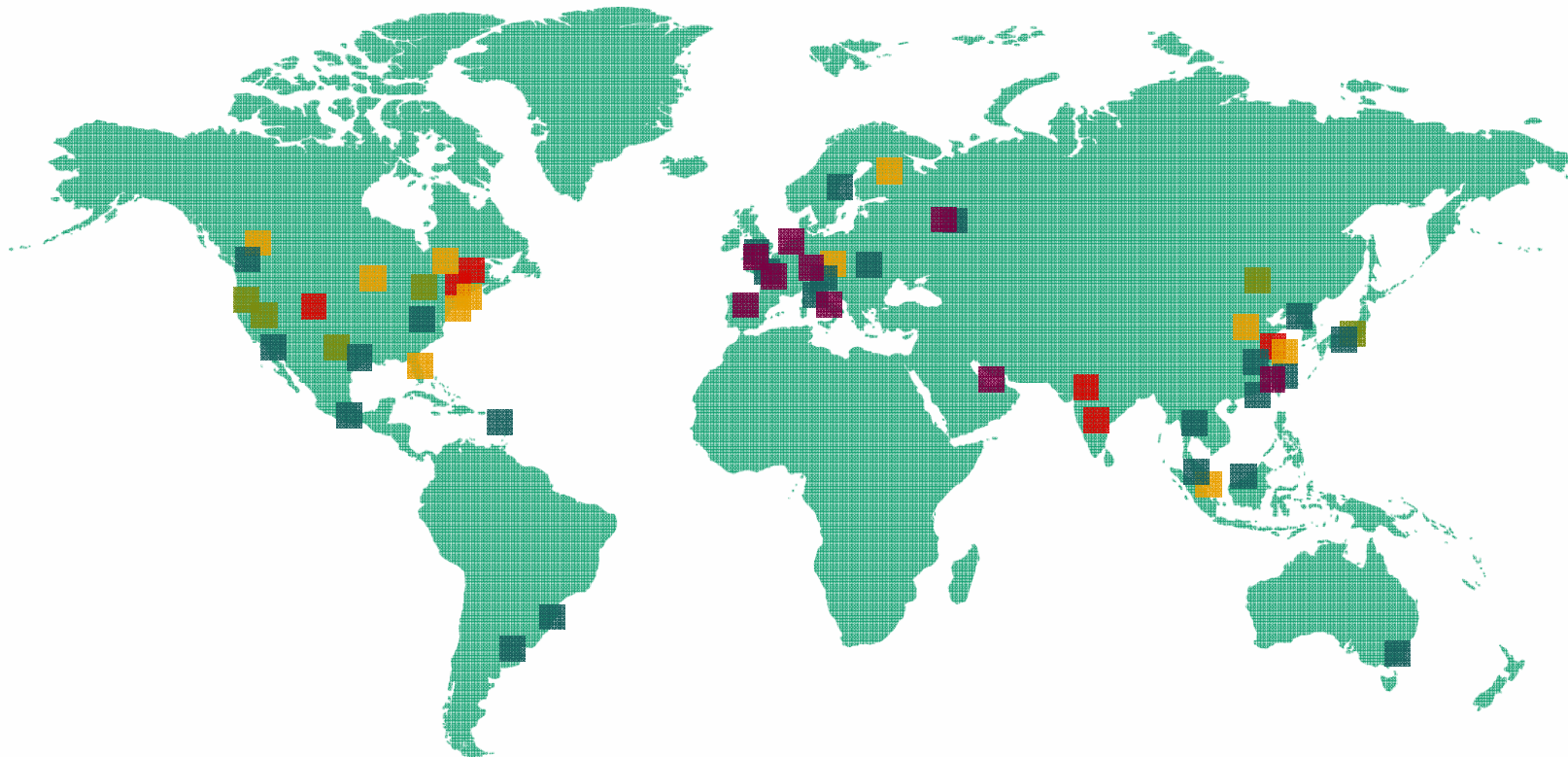
A leader in microprocessors, graphics, chipsets and consumer electronics

Founded	1969
Headquarters	Sunnyvale, CA
Employees	Approx. 16,000 worldwide
Sales Mix	78% international
2005 Revenue	\$3.9 billion
2006 Revenue	\$5.6 billion ¹



¹As a result of Spansion Inc.'s initial public offering (IPO) in December 2005, financial results for periods in 2006 compared to periods in 2005 do not correlate directly. In this document, all references to and comparisons with periods in 2005 exclude the results of the company's former Memory Products segment.

The New AMD: A Global Processing Powerhouse



The New AMD: Partners and Products



Handhelds



Enabling over 2000
Manufacturers and
Partners worldwide to
Create Smarter Choices
for their Customers



Computing



Game Consoles



Digital TVs

ATI Radeon™ HD 2000 series: A Perfect 10



**Superior DirectX® 10
gaming at every price point**

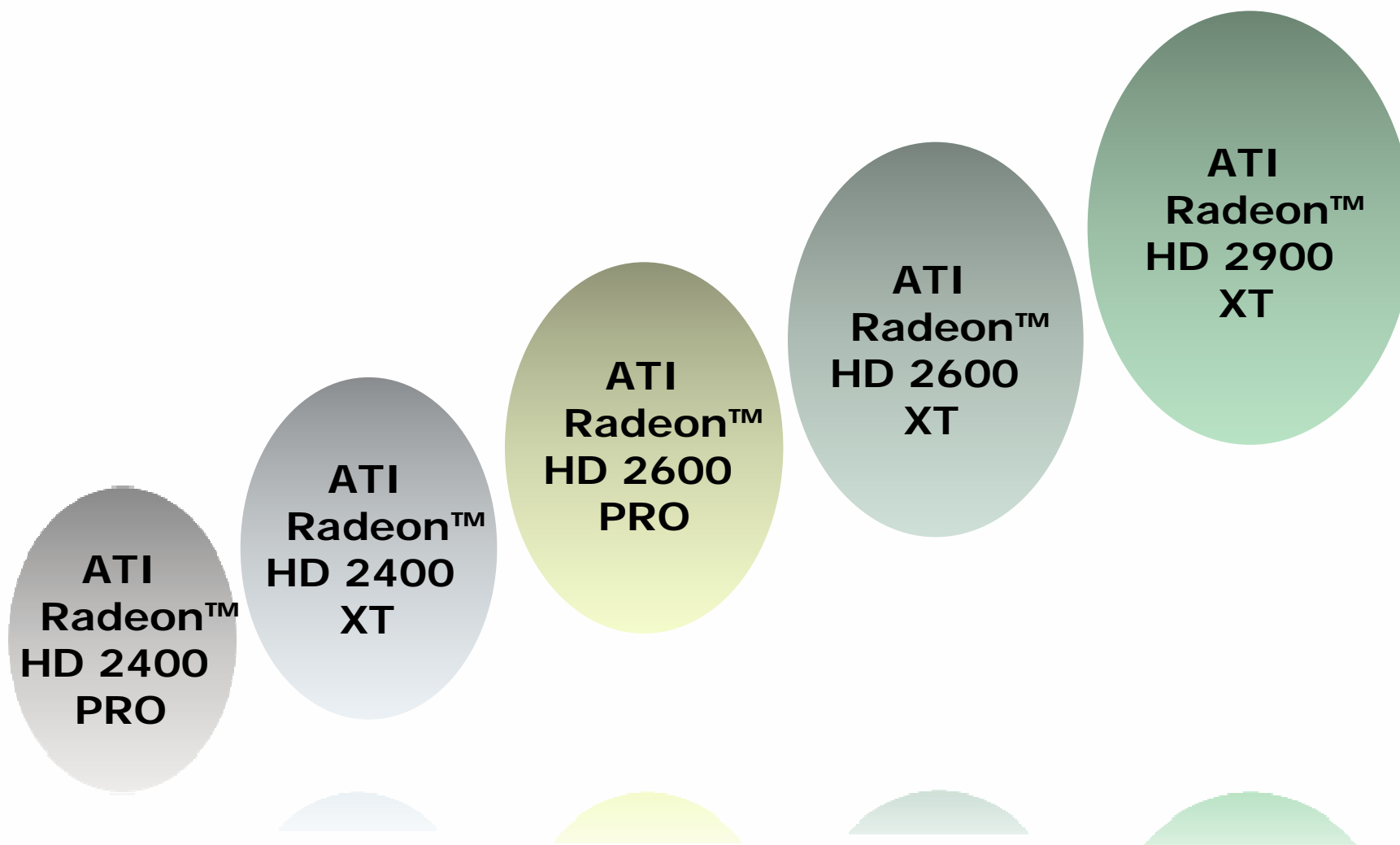


**The ultimate HD
multimedia experience**



Technology leadership
Windows Vista™, 65nm, energy efficiency

ATI Radeon™ HD 2000 series



ATI Radeon™ HD 2900 Series

An Immersive HD Gaming Experience

The ATI Radeon™ HD 2900 unleashes the awesome power of DirectX® 10 for an immersive HD gaming experience

- Delivers powerful graphics performance, improved stability, and an immersive HD gaming experience for Windows Vista™
- Powers today's titles and introduces new technology for DirectX® 10 games
 - 320 unified stream processors
 - 512-bit memory
 - HDMI and 5.1 surround audio
 - CrossFire™ scalability



ATI Radeon™ HD 2000 Series



	ATI Radeon HD 2400	ATI Radeon HD 2600	ATI Radeon HD 2900
Stream Processing Units	40	120	320
Clock Speed	525-700 MHz	600-800 MHz	740 MHz
Math Processing Rate (Multiply-Add)	42-56 GigaFLOPS	144-192 GigaFLOPS	475 GigaFLOPS
Pixel Processing Rate	4.2-5.6 Gigapixels/sec	14.4-19.2 Gigapixels/sec	47.5 Gigapixels/sec
Triangle Processing Rate	262-350 Mtri/sec	600-800 Mtri/sec	742 Mtri/sec
Texture Units	4	8	16
Render Back-Ends	4	4	16
Memory Frame Buffer	256MB GDDR3, 128/256MB DDR2	256MB GDDR4, 256MB GDDR3, 256MB DDR2	512MB GDDR3
Memory Interface Width	64 bits	128 bits	512 bits
Memory Clock	400-800MHz	400-1100 MHz	825 MHz
Memory Bandwidth	6.4-12.8 GB/sec	12.8-35.2 GB/sec	106 GB/sec
Transistors	180 million	390 million	700 million
Process Technology	65G+	65G+	80HS
Outputs	sVGA+DDVI+VO (HDMI adaptor)	D+DL+DVI (HDMI adaptor)	D+DL+DVI w/HDCP (HDMI adaptor)

Developer Relations Activities

- Proactive/Reactive Technical Support
- Developer SDK
- Bug-Tracking
- Hardware Training/Education
- Optimization/Graphics Coding Assistance
- 3D Advanced Research Group
- “Certified by ATI” Program
- Co-Marketing Activities



Certified by ATI - Overview

- Our secure lab performs testing of pre-release content on AMD/ATI software & hardware configurations.
- Detailed reporting eases development, performance optimization & implementation of the latest graphics technology for developers.
- Reduces the need for extensive hardware validation, allowing developers to dedicate more resources to creating great content.
- Tests applications on all ATI platforms and driver releases.



Certified by ATI - Benefits

Developer Benefits:

- Excellent performance on all ATI hardware
- 100% compatibility on all ATI hardware
- Graphics features we both need, accelerated in hardware

Publisher Benefits:

- Reduced customer support and testing expenses

Benefits to All:

- Fantastic out-of-the-box experience for our customers

What We Need From You

- Pre-release code drops
- With appropriate feedback, make in-game optimizations & enhancements
- Retail copies of content, for ATI Quality Assurance and Certification labs
- Feedback from your engineers that will help us design the next-generation of products – both hardware and tools